

**THE BUSINESS IMPROVEMENT DISTRICT COMMITTEE OF THE CITY OF CALEXICO MET IN REGULAR SESSION ON THE 27TH DAY OF JANUARY 2010, AT 8:00 A.M. AT ENRIQUE CAMARENA LIBRARY, 850 ENCINAS AVE., CALEXICO, CALIFORNIA. THE DATE, HOUR AND PLACE DULY ESTABLISHED FOR THE HOLDING OF SAID MEETING.**

## **CALL TO ORDER**

The meeting was called to order at 8:10 a.m. by Cristina Rocha and led those present in the pledge of allegiance.

## **ATTENDANCE**

### **Committee members:**

Cristina Rocha  
David Ouzan  
Eduardo Lopez  
Maritza Hurtado  
Morris Reisin

Rosalind Guerrero – Redevelopment & Economic Development Director  
Victor Carrillo – City Manager  
Francisco Gutierrez – Bus. Deve. Coordinator  
Julia Osuna – Housing Manager

## **GUESTS**

Jimmie Jimenez, Clear Talk  
Theresa Robertson, KXO Radio  
Mauricio Calderon- Mc Marketing  
Daniel Fitzgerald – CCEZ  
Michelle Bastidas - CCEZ  
Robert Gronich – Garlan's  
Feliz Meza – El Sol de Valle  
Alberto Cisneros – Time Warner Cable  
Benjamin Horton – AMC  
Jose Antonio – Hecho/Opinion

## **APPROVAL OF AGENDA**

Motion was made by Member M. Reisin seconded by Member E. Lopez and passed unanimously to approve agenda as presented.

**ANNOUNCEMENTS/PUBLIC COMMENT ON NON-AGENDIZED ITEMS**

Member M. Hurtado stated the Taxi Cabs have been moved to 1<sup>st</sup> street and did not know why this was done. Victor Carrillo, City Manager explained to the BID of the Taxi Cabs being moved to 1<sup>st</sup> Street. It will be a 30 day pilot program. The change will be revisited every 10 days. The City is working on citing the "Raiteros". The Raitero situation takes away from taxi's and buses picking up passengers. Mr. R. Gronich mentioned the passengers taking advantage of the rides are for long distance trips.

**PRESENTATIONS**

Rosalind Guerrero, Economic and Redevelopment Agency Director stated the Redevelopment Agency Programs will be presented by staff. Ms. Guerrero presented the Sign Program, Julia Osuna, the Revolving Loan Fund and Storefront Rebate, Francisco Gutierrez presented Foreign Trade Zone and Daniel Fitzgerald the Enterprise Zone Incentives.

**CONSENT AGENDA**

Motion made by Member Hurtado and seconded by Member M. Reisin and passed unanimously to approve Consent Agenda consisting of Regular Meeting Minutes of December 16, 2009 and January 13, 2010.

**BUSINESS ITEMS****Strategic Event Planning 2010**

Member C. Rocha distributed information concerning the 2010 event planning questions. She explained this is a tool that is useful to plan out events the BID can organize. E. Lopez provided a proposal of the major events and advertising. He mentioned the BID needs to consider hiring a director. The director/code enforcer can be paid by the BID budget and a request for financial assistance from the city council can be made to make up the difference of the salary to be paid. The members all agreed the Strategic Planning process will take more time and discussed scheduling a meeting for this item only. A meeting was scheduled for February 3, 2010. 6:30 PM.

**Empty Buildings**

Member C. Rocha provided a list of facts and action items the BID can do to help understand the empty building situation in the downtown area. Francisco mentioned Daniel Fitzgerald and he have been promoting the storefront rebate program. V. Carrillo stated he will be working with Redevelopment Agency staff to visit all the businesses in the downtown area and Imperial Ave. to promote and find out why we have empty buildings and what can the city do to help.

**Website Committee**

This item was tabled for the next meeting.

**January 27, 2010**

**New Business**

**BID Budget and BID Coordinator**

Ms. R. Guerrero explained the budget detail report provided for July 1, 2009 thru June 30, 2010. The BID currently has a balance of \$33,683.42 as of 1-18-2010. Ms. Guerrero explained to the BID the hiring process and talked about a job description for a BID coordinator.

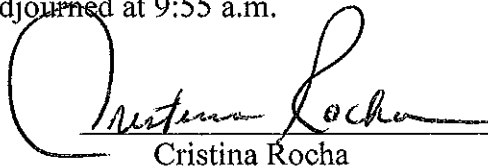
**OTHER**

Attendance report noted

Next regular meeting date, February 3, 2010.

**ADJOURNMENT**

There being no further business, the meeting adjourned at 9:55 a.m.

  
Cristina Rocha